



## Ready--

We're ready to play the good clothes game with you for Fall and Winter, nineteen hundred thirteen-fourteen---and because this live store believes in doing everything a little better each succeeding season---you will

find even a bigger, better, brighter variety of good things for men and young men in our new stock than we have ever offered before. Right now we wish to extend to every man and invitation to make this shop his clothing home. We want you to feel free to come here at any time, not simply when you have a definite purchase in mind, but whenever you happen to be in our vicinity.

Our main idea is to sell clothing---but we care for friendship and acquaintances, too---we want to meet you and know you personally.

Agents for---  
Kuppenheimer  
Clothes.  
Stetson Hats.  
Kneeland Shoes.  
Dents' Gloves, etc.



Underwear and  
Sweater Coats from  
American Hosiery  
Company  
and everything else  
a man wears.

On Twenty-fifth Street, just below Washington.

and set down, as the case requires. The skirt can further be lengthened if the need occurs, by allowing for a large hem at the bottom, the hem to be made the proper width, with the extra material turned inside the hem. When tucks are allowable, they are most convenient for lengthening needs.

Up to eight years, or thereabouts, according to the size of the child, the dress should stop just above the knees for small girls, but for those large for their age, a little longer is admissible. An average sized twelve-year-old should have her knees covered and a fourteen-year-old may wear the skirt two inches longer, but if small, the bottom of the skirt should not reach the calf of the leg. A large girl of the same age may have the skirt longer. A sixteen-year-old, if very large, should wear the skirt to the shoe-tops; the eight-year-old wears usually what the miss of twenty years old wears.

Ginghams, chambrays, linens, pique, repp, poplin and the indispensable and undeniably suitable serge, with checked cottons, woollens and plaids, are all appropriate materials for school wear.

### Sleeves for the School Garments

One-armed full-length sleeves are worn, or they may be shorter if desired, but for the health and comfort of the child, they should be made comfortably long for the cool or cold days now coming. To provide against outgrowing and shrinking, the cuffs may be set up on the sleeves instead of being joined at the bottom edge, and when needed, the cuff can be taken off and set lower down. Tiny tucks may be taken at the bend of the elbow at the inside seam, where the sleeve is sure to wrinkle, and in most cases, this will be sufficient.

If possible to slip in a pocket somewhere for the tiny woman in which to put her handkerchief, it will add greatly to the value of the garment. Few pockets are shown, but it is just as necessary to give the little girl a pocket as it is to patch the boy's suit all over with them. The home seamstress can usually find a piece for a pocket that will not be objectionable.

### Boys Clothing.

It is usual to buy the boy's garments ready made, but if the home seamstress feels that she should make them, herself, the paper patterns are excellent guides. Plenty of pockets, comfort, and good wearing material are the necessities. For top coats for the cold days, the boys wear is "just like father's," and has manish lines that make the little men feel very large and important. Where the "cutting down" of the outgrown garments of the older ones is practiced, the garments should be ripped apart, either washed, pressed and every thread picked out, or the goods should be well cleaned of any spots of whatever kind, sponged and pressed before cutting out. If faded, the pocket dyes are most successfully used in the home.

## SWELL GOWNS FOR THE AUTUMN WEAR

Gown of gray charmeuse, the skirt being very intricate in its draping. In the back there is a basque into which some fullness is also brought, this being caught just above the line of the belt, which gives a short waisted effect. About the pointed neck there is a double plating of tulle, this also extending down the center of the front of the bodice, where it forms a sort of waistcoat. It is a gown intended for the early autumn to be worn with furs. Model from Antoine Hubert.

Gown of ivory colored satin, the skirt being oddly draped so as to form an underskirt as well as an overskirt. The tunic is of printed gauze in shaded black, and about the lower edge is some delicate embroidery also done in black. The bodice is entirely of white tulle, with gauze sleeves, the tulle being draped in surplice folds back and front. There is a wide folded sash of yellow satin, which has one long end, caught up once on to itself and then falling to the edge of the skirt. Model from Beer.

Costume of heavy white crepe de chine, combined with white chiffon. The skirt is made with some fullness set into the belt at the back, and in front it is drawn up and caught in some plaits just below the knees. The lower part of the front is slightly rounded up, and this space is filled in with some platings of chiffon, which are a bit shorter than the crepe de chine. The overskirt is laid in wide box plaits across the back and on the sides, and in the hem about the bottom there is the least bit of wiring, just enough to keep it from falling in on to the skirt. The blouse worn beneath the coat is simple, made all of chiffon with double puffs in front and at the throat a small round collar of black chiffon. Model from Schwab.

### SAID OF WOMANKIND

Love is a woman's teacher, developer, guardian. It sheds light upon her past as well as her future. Seeing what she has escaped, she learns what to shun.—Junius Henry Browne.

He who trusts women plows the winds, sows on the barren sea, finds not the bottom of the hidden ocean, writes his recollection in the snow, draws water, like the Dardanelles, with pitchers full of holes.—Paul Flemming.

Women need not be beautiful every day of their lives: it is sufficient that they have moments which one does not forget and the returns of which one expects.—Victor Cherbuliez.

The happiest women, like the happiest nations, have no history.—George Eliot.

A woman is happy and attains all that she desires when she captivates a man; hence the great object of her life is to master the art of captivating men.—Count Lyof N. Tolstol.

You may chisel a boy into shape as you would a rock, or hammer him into it, if he be of a better material, as you would a piece of bronze. But you cannot hammer a girl into anything.—John Ruskin.

To a gentleman every woman is a lady in right of her sex.—Edward Bulwer Lytton.

The Fashion Show is Ogden's great Fall attraction. Every person, who can, should be in Ogden Friday and Saturday.



## Our Fall Fashion Exhibition

Is attracting the eyes of all who have an appreciation of genuine quality. The well-dressed man is especially interested, for he realizes that we have combined **PATTERN, STYLE and WORKMANSHIP** with **QUALITY**, at **PROPER PRICES** :: :: :: :: :: ::

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Modern Clothes  
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## Ogden's Second Annual Fashion Show

### CLOTHING

For men and boys our clothing is the best made at the price you can afford to buy.

A variety of new and distinctive styles to choose from.

A wide range of beautiful fabrics. A lot of new shades and colors as well as the standard greys, blues and blacks.

Our clothes will please you in every way. They are built with care by skilled workmen from the finest fabrics made.

They are perfect in every detail.

### SHOES

We are showing a greater line of Shoes for men, women, children and babies than ever.

For men we carry the famous Packard Shoe, made on all the new lasts, and in all leathers.

For Boys and Girls the HERCULES shoe is an acknowledged favorite — all solid leather both inside and out—and will wear longer than any other shoe at the price.

For women the Fall line is very complete. Original lasts and patterns are shown in great variety this season. We can fit you perfectly in shoes or slippers for dress or street occasions.

## SEWING QUERIES AND THE ANSWERS

### Getting Ready for Sewing.

September is the month devoted by the usual woman to getting the winter wardrobe in shape, and it is also a time when one can pick up bargains in remnants and lightweight goods suitable for such uses. Many of the new fabrics are inexpensive, and yet very desirable, coming in good widths which will make a few yards to duty as a full pattern for the young girl's or small woman's dress. Once the materials are selected, the styles now in vogue make it very easy for the young girl to learn to make her own garments, and this is something every woman should know how to do. The paper patterns now to be had are very reliable, and easily understood, and on the label of each one are full directions, with a list of quantities needed. Many young girls take readily to sewing, and they can be set to work at a very early age in becoming skilled in the use of the needle, thread and thimble, as well as scissors. What the patterns do not teach the fashion magazines supply, and the girl is far better off in the sewing room for a reasonable number of hours than in the streets and places of amusement.

Children's dresses follow the general style features of their elders, yet with touches that make for a youthful appearance that add becomingness to their appearance. It is not the material which makes the dress costly, so much as the wages of the seamstress or tailoress.

In many families, there is much that may be passed down to the younger members of the family, and without a hint of being "made over" if care is taken to thoroughly clean and press the garment, and neatness in making the changes necessary. Where it is possible, this should be attended to first, and then the quantity of new materials can be estimated with certainty. Where garments are faded, or the color not desirable, the pocket dyes can be used with perfect satisfaction.

### The Fall Sewing.

For a time the summer clothing will supply the needs of the school girl, but the home seamstress is now planning for the new garments, so soon to be needed. In making dresses for the growing girl, be sure to provide for the growth of the girl and the shrinking of the material by extra material in the garment. Many seamstresses spoil the appearance of the child by making the garment over-large and ill-fitting, to provide for this. The belt of the dress may be set up on the waist an inch or two; usually the waist line is made about three inches below the actual line of the body, and extra material may be allowed and turned up, as the dress is made loose enough for the dress to hang quite straight. When the garment shrinks, or the girl grows, the skirt may be taken off



## YOUR NEW HAT IS HERE

Never before have we been able to make such a complete display of tempting millinery in the newest modes. It will delight you to see our new models. Charming effects at very reasonable prices.

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